



# Subiaco Work Out Program (SWOP)

## Background

The City of Subiaco is located ten minutes from the Perth CBD and attracts a large working community and visitors to its centre. The city has a growing population (16,200) and includes major hospitals, education and sporting facilities plus many retail outlets and businesses.

The Subiaco Work Out Program (SWOP) was developed in response to a survey of businesses and organisations in the area which indicated there was interest in participating in physical activity programs during lunch breaks, before and after work.

## Project Objectives

- Increase the number of individuals from the corporate community who are physically active on a regular basis.
- Increase the number of residents and visitors who are physically active on a regular basis.
- Create a sense of wellbeing within the community.
- Increase knowledge and use of City of Subiaco activities, resources and facilities.

## Project Strategies

- Consult with the community to develop and implement a calendar of activities.
- Offer activities as “tasters” to give participants opportunities to try new activities and link with local instructors.
- Encourage community groups and sport and recreation clubs to become project leaders.
- Charge a low fee for participants to ensure diverse participation.
- Encourage use of sustainable transport by participants.
- Promote group/team exercises.
- Support participants to return to or become familiar with Subiaco by increasing awareness of Subiaco Walks.
- Promote activities to take place in City of Subiaco facilities.
- Promote activities through media, website, flyers and advertisements.
- Promote the SWOP as an initiative of the City of Subiaco and partners.
- Encourage City of Subiaco staff to take part in the program.

## Project Results

- 140 people participated in SWOP activities on a total of 241 occasions (36% worked in Subiaco and 15% worked and resided in Subiaco).
- Sixteen different activities were organised including yoga, pilates, aerobics, relaxation, dance (bootscooting, belly and dance fitness), outdoor personal training, Feldenkrais, and tai chi.

- Media promotion included distribution of flyers and calendars to businesses, 12 articles in *Talk About Subi* newsletter, 18 articles and paid advertising in the *Subiaco Post*, emails to staff and website information.
- Pedometers were loaned to 33 people from the Subiaco Library, and 25 were purchased from a local sports business.
- Many participants car pooled and walked or cycled to activities, which were held in local community centres and parks.
- A number of participants brought family and friends (aged 12 – 85 years) to join in activities.
- City of Subiaco employees attended activities on a regular or one off basis.
- Forty local maps were distributed at classes for people wanting information about local areas and access.
- Twenty two different instructors were provided by local businesses to run activities.
- The Athletes Foot ran a 'Walk to York' pedometer challenge and five early morning classes.
- Two university students each completed 50-hour practicums to develop the program and became coordinators, for up to nine hours a week.
- Local businesses provided discounts on gym memberships and free vouchers. The majority of instructors provided their services at discount rates.



### Where to from here?

- The strong links developed with The University of WA School of Human Movement and Exercise Science will continue, with a student being engaged on placement each year.
- The Council will support the program to continue until the end of 2006/2007 through a funding partnership (\$10, 000) developed with United Credit Union in Subiaco.
- Participant feedback indicated an enthusiasm to continue the program by introducing a low cost, fixed fee if necessary.
- The program will continue to be low cost, accessible and responsive to community needs.



### Lessons learned

- Have a program coordinator located at the City of Subiaco and leaders run classes.
- Do more door-to-door promotions at local businesses as this produced a high participation rate when done initially.
- Promote local community group involvement early in the program to facilitate local ownership.
- Programming a more relaxed session (e.g. yoga), coupled with a higher paced session (e.g. fitbox) provides good variety and meets a variety of needs.

**Total cost of project:** \$49,050 (including \$10,000 Local Activity Grant)  
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**Contact:** City of Subiaco. Phone: 9237 9256

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